

**Notice of References Cited**

Application/Control No.

09/190,727

Applicant(s)/Patent Under  
Reexamination  
PALTENGHE ET AL.

Examiner

John W Hayes

Art Unit

3621

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**U.S. PATENT DOCUMENTS**

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
	A	US-			
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*		Include as applicable: Author, Title Date, Publisher, Edition or Volume, Pertinent Pages)
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	V	Goodman, John, "Leveraging The Customer Database To Your Competitive Advantage", Direct Marketing, Vol. 55, No. 8, pg. 26, December 1992
	W	Anonymous, "Quaker Direct Tracks Buying At Household Level", Abstract, Premium Incentive Business, Vol. 49, No. 3, March 1990
	X	Kerwin, Ann Marie, "Added-Value Marketing Plans", Editor & Publisher, Vol. 125, No. 50, pp 22-27, 12 December 1992

\*A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).)  
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